

STAR? DIRECTOR? AUTHOR?

Which Deserves the Credit—Page 24

Silver Screen

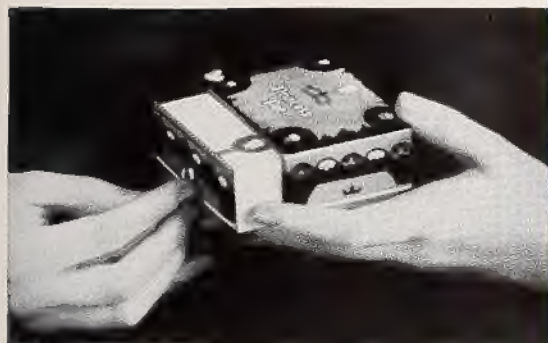
February



Ruby Keeler

J O H N
R O L S T O N
C L A R K E

IF YOU REALLY KNEW *about Princess Pat powder* — — — YOU'D SURELY TRY IT



• here we shall try to give
 the facts - - read carefully

BY PATRICIA GORDON

In the first place, Princess Pat is the only face powder that contains almond. Your accustomed powders likely have a base of starch. This change of the base in Princess Pat makes it a completely different powder. Almond makes a more clinging powder than can possibly be obtained with starch as a base. So point one in favor of Princess Pat face powder is that it stays on longer. Every woman will appreciate this advantage.

Almond makes Princess Pat a softer powder than can be made with any other base. The softer a powder, the better its application. *So point two* in favor of Princess Pat is that it can be applied more smoothly, assuring the soft, velvety tone and texture which definitely establishes Princess Pat as the choice of ultra fashionable women everywhere. A deciding factor in choosing powder is fragrance. Will you like Princess Pat? Yes. For its appeal is to delicacy, to the appreciation every woman has of romantic things. It is sheer beauty, haunting wistfulness expressed in perfume. *So point three* in favor of Princess Pat powder is a fragrance of such universal charm that *every* woman is enraptured.

Even beyond all these advantages, Princess Pat possesses a special virtue which should make every woman choose Princess Pat as her *only* powder. For Princess Pat powder is *good* for the skin. Not merely harmless, mind you, but beneficial! And once again the almond in Princess Pat is to be credited — the almond found in *no other face powder*. You know how confidently you depend upon almond in lotions and creams, how it soothes and beautifies, keeping the skin soft, pliant and *naturally* lovely.

Almond in Princess Pat face powder has the *selfsame* properties. Fancy that! When you powder, you actually improve your skin. Constant use of Princess Pat powder is one of the very best ways to correct and prevent coarse pores, blackheads and roughened skin texture. You will inevitably say you look younger *by years* once you have changed to Princess Pat face powder.

Princess Pat Ice Astringent acts like ice to close and refine the pores. It is ideal as the powder base — cool, pleasant, refreshing as ice. Prevents and corrects coarse pores. Liquid or cream. Always use before powder.

PRINCESS PAT

LONDON

CHICAGO



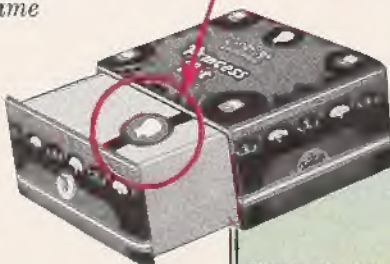
NOW IS THE TIME! Receive

FREE a beautiful Vanity

It's a courtesy gift with Princess Pat face powder, this Vanity in rich gold or gleaming silver finish. Never sold for less than \$1 — worth more. The cleverest Vanity you ever knew; comes ready for use — filled with Princess Pat powder and indelible lip rouge. Positively cannot leak or spill. Refills easily. For beauty and convenience the Vanity will simply charm you.

What you do to get the Vanity

Get Princess Pat powder at any drug store or department store. Send in the ribbon and medallion (found inside every box) to Princess Pat, together with the coupon below. Write name and address plainly. The Vanity will be sent entirely free, postage prepaid. Please act promptly. This offer is for a limited time only.



PRINCESS PAT, 2709 S. Wells Street, Chicago. Dept. A-3052 I am enclosing ribbon and medallion from a box of Princess Pat face powder. ENTIRELY FREE, postage prepaid, send me the Vanity offered. The Vanity is to come filled, with Princess Pat face powder, and indelible lip rouge.

Check whether Gold _____ or Silver _____ finish is desired.

Name _____

Street _____

City and State _____

IN CANADA, 93 CHURCH STREET, TORONTO.

— about Cigarettes

Of all the ways in
which tobacco is used
the cigarette is the
mildest form

YOU know, ever since the Indians found out the pleasure of smoking tobacco, there have been many ways of enjoying it.

But of all the ways in which tobacco is used, the cigarette is the mildest form.

Another thing—cigarettes are about the most convenient smoke. All you have to do is strike a match.

Everything that money can buy and everything that Science knows about is used to make Chesterfields. The tobaccos are blended and cross-blended the right way—the cigarettes are made right—the paper is right.

There are other good cigarettes, of course, but Chesterfield is

the cigarette that's
MILDER

the cigarette that
TASTES BETTER

—we ask you to try them



Chesterfield

They Satisfy